

Amendment to the Specification:

Please amend paragraphs [02] and [03] of the specification as follows:

[02] Presently, the basic form of advertising on the Internet is through Internet banner advertising, which displays banners ads, usually at the top, on web pages. Banner ads are links that take a user to an advertiser's website when the user selects the banner ad. Banner ads are typically graphical images that are drawn from the advertiser's server along with an associated link. When a user "clicks" on the banner ad he/she is taken to the web page of the advertiser.

[03] Typically, the advertising banners are selected for presentation in one of two ways. The first criterion for selection of a banner advertisement is the web site itself. For example, for a web site ~~is~~ related to stock markets and financial data, presumably the people that visit that web site are interested in financial information. In order to reach that audience, brokerages, banks or manufacturers of accounting software might choose to have their banner advertisement displayed on the web site, and pay a fee to the web site for the display of their banners.

Please amend paragraphs [08] and [09] of the specification as follows:

[08] Despite the benefits provided to advertisers and web site owners, a major obstacle to this form of advertising through the development of demographic information is the public's widespread desire for privacy. Such privacy concerns have become significant to the point where it has affected the manner in which people use the Internet, if at all. Privacy concerns are a major impediment to the growth of purchasing over the Internet. The general public has strong misgivings about providing personal information over the Internet, and about illegal activities such as identity theft. To counter such misgivings products and services have been introduced to try to maintain privacy. For example, software has been developed that prohibits the placement of cookies on a computer.

[09] While such measures may help a user maintain a higher degree of privacy, these measures inhibit an advertiser's ability to provide targeted and therefore more effective advertising over the Internet.

Please amend paragraph [11] of the specification as follows:

[11] The system and method according to the present invention provides Internet advertising that is tailored to the user without creating a profile of the user. The system and method provide context sensitive promotion based on text contained in an Internet browser, and ~~are~~ thereby maximize~~s~~ the amount of application intelligence on the client end, in such manner that privacy issues and concerns may be mitigated.

Please amend paragraph [13] of the specification as follows:

[13] An advantage of the system and method of the present invention is that they ~~to~~ provide a way for advertisers to present tailored advertisements to web site visitors without compromising the privacy of the visitors.

Please amend paragraph [21] of the specification as follows:

[21] Referring to Fig. 1, a block diagram of the system ~~200~~ for providing advertising on the Internet according to the present invention is shown. The system ~~200~~ includes a ~~computer~~ user-computer 100, a web server 120, and an advertising server 140.

Please amend paragraph [33] of the specification as follows:

[33] One of the functions of the web server 120 is to send the applets 122 to the browser displayed in window 106. An applet is a program that is designed to be executed from within another application, here a web browser. Web browsers, which are often equipped with Java™ virtual machines, can interpret applets from web servers, such as web server 120. Because the applets 122 are small in file size, cross-platform compatible, and highly secure, i.e. they cannot be used to access hard drives on a user's computer 100.~~, Applets~~

applets are well suited for small Internet applications that are used in a web browser. Applets often perform various operations in Hypertext Markup Language (HTML) web browsers. Such web browsers are often Java™ enabled, meaning the web browsers can execute applets written in the Java™ programming language. Java™ applets are commonly contained in data downloaded by a user over the Internet via a web browser. Applets that execute in a web browser can make the web browser perform many operations, such as locating and playing pieces of audio information, displaying a short message in the status line, displaying animation, or displaying a different web page. A preferred embodiment uses an HTML web browser with a Hypertext Transfer Protocol (HTTP).

Please amend paragraphs [36] – [39] of the specification as follows:

- [36] Next, a user logs onto the Internet via a web browser on computer 100, in step 204. In response to the user's log on, the web server 120 sends the applets 122 to the web browser in step 208~~206~~. The user browses the Internet in step 208. The applets 122 read the textual content displayed on the web browser in real-time, in step 210.
- [37] A comparison of the textual content and the keywords or phrases is continually made in step 212. If the result of the comparison in step 212 is positive, a matching banner ad is displayed in step 216. The comparison and display of the banner ad are preferably executed in real-time. As a consequence the user may receive banner ads that are relevant to their immediate subject matter, thereby increasing the likelihood that the user will click on the banner ad.
- [38] If the keywords or phrases do not match in step 222~~12~~, no banner ad will be displayed in step 214. Subsequently, the keywords and phrases for one or more subscribing advertisers may be updated in step 226, if the results of step 212 are predominantly negative, thereby resulting in minimal traffic to the subscribing advertisers web site. After step 226, the method returns to step 208, where the user continues to browse the Internet.

[39] Returning to the comparison step 212, if the textual content and keywords or phrases match, and the corresponding banner ad is displayed, a determination is made, in step 218, whether the user clicks on the banner ad. If the result of the determination in step 218 is positive then the subscriber advertiser's web site is displayed on the user's browser in step 222. In addition, the database 144 in the advertising server 140 is updated in step 224 to note that the keywords or phrases produced a successful target by bringing a user to the subscriber' web site.

Please amend paragraph [41] of the specification as follows:

[41] The circumstances of the updating of the keywords and phrases are different in step 226 and than the return to step 202 after step 220. Step 226 occurs because no matches are occurring between the textual content and the keywords and phrases. On the other hand step 220 is achieved only after there has been a match between the keywords and phrases and the textual content displayed in the web browser, but the user has chosen not to select the banner ad.

Please amend paragraph [43] of the specification as follows:

[43] A preferred embodiment performs the comparisons and determinations, as well as displayed displays any corresponding banner ads in real time. As a consequence, data, which might be used to profile the user, is not collected. No user profiling data is forwarded to the advertising server 140 for collection, and any temporary information that might apply to privacy concerns never leaves the user's computer 100, and such temporary information is destroyed when the browser is closed.